

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Creative Design and Machining Inc

Northeastern Pennsylvania Industrial Resource Center

Company Turns to NEPIRC and Solution Selling® to Improve Sales and Marketing

Client Profile:

Creative Design and Machining, Inc. (CDMI) supplies machined parts, mechanical assemblies, designing and manufacturing of customized machinery and components for customers who require precision machining, welding and fabrication of exotic materials. In 1996, CDMI produced a new product line dedicated to specialized structural steel design, welding and fabrication for wireless communication infrastructure products. CDMI also has standard product lines for monopoly antenna mounting systems (co-location), rooftop work platforms, I-Beam and wall mounts. The privately-owned company employs 40 people at its facility in Clarks Summit, Pennsylvania.

Situation:

CDMI realized that they had a great deal of potential for growth but also recognized that marketing and sales were not strengths of the organization. In addition, their web site, marketing collateral and sales processes were not in alignment and did not portray the capabilities and value that CDMI was able to provide their customers. They contacted the Northeastern Pennsylvania Industrial Resource Center (NEPIRC), a NIST MEP network affiliate, for assistance with their business growth goals and objectives.

Solution:

NEPIRC conducted an initial assessment of CDMI and engaged the company in several high-level discussions on company vision, goals, critical business issues and market conditions. These discussions led to the development of a market strategy and an action plan targeted at specific growth goals and objectives. The action plan included re-design and re-engineering of the web site and the creation of marketing collateral that appealed to the problems that CDMI's targeted customers were experiencing. In addition, the action plan included the training of individuals in the Solution Selling® sales process to help position the company as a solution provider in the wireless telecom industry. Sales assistance also included the development of customized sales job aids to increase the effectiveness of CDMI's sales staff. These actions needed to be accomplished within a relatively short period of time due to the company's participation in two major industry trade shows. As a result of these projects, CDMI's marketing and sales capabilities were better aligned to the company's targeted customers and their specific needs. The company was well prepared for their trade shows. The improved web site and marketing materials, along with their customized sales process, helped to create increased interest in the company's product line. The solution messaging, customized sales process, and Solution Selling® training helped CDMI to significantly improve its ability to generate leads and better positioned the company to win more business.

Results:

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* Increased sales by more than 300 percent.

Testimonial:

"NEPIRC helped us to develop a formal market strategy and to implement a more aligned, and improved, marketing and sales approach. Because of NEPIRC, we have the knowledge, skills, and tools, to create more interest for our products, to win more business, and to achieve sustained revenue growth."

William Toman, President